



WORLD DOWN SYNDROME DAY • MARCH 21, 2027

Can Canal Winchester show up for 3.21?



Imagine driving through town and seeing business after business celebrating people with Down syndrome. **We'd love your business to be one of them.**

**We're not asking every business to donate.
We're asking every business to participate.**

PICK ONE, PICK A FEW, OR DO ALL FIVE



ROCK

Wear fun, mismatched socks

Your team wears bright socks on Friday, March 19 (or any day of 3.21 Week).



SHARE

Post about it

Share a photo and a ready-made caption with #Celebrate321.



DISPLAY

Put up a sign

Window cling, counter sign, or poster so customers see you're in.



GIVE

Give, if you'd like

A \$321 gift, \$3.21 from a product, or a round-up. Always optional.



CREATE

Make it yours

A 3.21 special, a 3-2-1 challenge, an "Extra Joy" drink, or your own idea.

WHAT YOUR BUSINESS GETS

- ☐ Your business listed on Celebrate321.org
- ☐ A Celebrate 3.21 window cling & printable signs
- ☐ A "Proud Celebrate 3.21 Business" digital badge
- ☐ Ready-to-post social graphics & captions
- ☐ A chance to be featured in a business spotlight
- ☐ Your name in the community count: "____ businesses are in!"

Plus ideas made for your type of business, so you never have to invent something from scratch.

WHY 3/21?

People with Down syndrome have **three** copies of chromosome **21**. March 21 is World Down Syndrome Day, celebrated around the world.

SIGN-UP QR

Say yes in 2 minutes

Scan, or visit
Celebrate321.org/join

EASY TO SAY YES

Here's how it works

Most businesses spend about 15 minutes. We give you everything: signs, social posts, and ideas made for your type of business.

KEEP IT EASY

About 15 minutes · no cost

- ☐ Team wears fun socks on Friday, March 19
- ☐ Put the window cling up
- ☐ Post one photo with our caption

GO BIG

Make it your own

- Create a 3.21 special, drink, or challenge
- Give \$321, or \$3.21 from a product (optional)
- Invite customers to join in

IDEAS FOR YOUR KIND OF BUSINESS

Restaurant or café

A 3.21 menu special

Coffee shop

An "Extra Joy" drink

Salon or spa

Stylists rock their socks

Gym or studio

A 3-2-1 workout challenge

Bank or office

Lobby sign + team photo

Home services

Crew socks + truck photo

Retail

A blue & yellow display

Large employer

Company-wide sock day

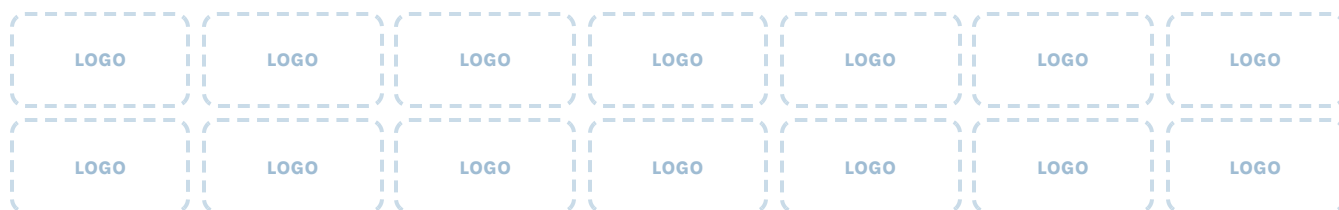
KEY DATES

- Now– **[sign-up deadline]**: sign up
- **Late February**: your window cling & kit arrive
- **March 15–21**: 3.21 Week
- **Friday, March 19**: Rock Your Socks at work
- **Sunday, March 21**: World Down Syndrome Day
- **By March 31**: send us your photos

QUICK ANSWERS

- **Does it cost anything?** No. Giving is optional.
- **Closed on Sunday?** No problem. Celebrate any day of 3.21 Week.
- **Where does money go?** Continue the Story, a 501(c)(3), which runs Celebrate 3.21.
- **Is it political?** No. It's a celebration of people.

ALREADY IN: OUR FOUNDING 21



SIGN-UP QR

Show up for 3.21.

Sign up at Celebrate321.org/join or contact [Name] · [phone] · [email].

You are valued. You belong here. We celebrate you.